

Rep Order#	6856854	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

101

058
Last Received: 09/25/2012 1:50 PM
Showing Buylines: All Lines
Printed: 09/26/2012 8:01 AM

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () DCCC/HORSFORD
 Product DCCC/HORSFORD
 Estimate# 1877
 Buyer JESSE DEMASTRIE
 Phone# 702 895-1000

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() DCCC/HORSFORD
Product	DCCC/HORSFORD
Estimate#	1877
Buyer	JESSE DEMASTRIE
Phone#	"
Agency	() GM&MB
	3050 K ST NW
	WASHINGTON, DC 20007
Agency C/P/I/P2/E	#1877
Flight Dates	09/26/2012 - 10/01/2012
Hiatus Weeks	

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total C
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1	W-F		5A-6A		:30	\$325.00	09/26-09/28	1	1	1	\$325.00
				Buyline Comment: NEWS							
2	M		5A-6A		:30	\$450.00	10/01-10/01	1	1	1	\$450.00
				Buyline Comment: NEWS							
3	M		6A-7A		:30	\$700.00	10/01-10/01	1	1	1	\$700.00
				Buyline Comment: NEWS							
4	W-F		6A-7A		:30	\$650.00	09/26-09/28	1	1	1	\$650.00
				Buyline Comment: NEWS							
5	W-F		7A-9A		:30	\$850.00	09/26-09/28	1	1	1	\$850.00
				Buyline Comment: TODAY							
6	M		7A-9A		:30	\$900.00	10/01-10/01	1	1	1	\$900.00
				Buyline Comment: TODAY							
7	M		12P-1230P		:30	\$425.00	10/01-10/01	1	1	1	\$425.00
				Buyline Comment: NEWS							
8	M		1230P-1P		:30	\$325.00	10/01-10/01	1	1	1	\$325.00
				Buyline Comment: AGENDAY							
9	W-F		3P-4P		:30	\$450.00	09/26-09/28	1	1	1	\$450.00
				Buyline Comment: PHIL							
10	W-F		4P-430P		:30	\$600.00	09/26-09/28	1	1	1	\$600.00

Rep Order#	Ver#	Mod#	Status
EC'd	Yes	0	Confirmed
6856854	1		

2 of 2

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () DCCC/HORSFORD
 Product DCCC/HORSFORD
 Estimate# 1877
 Buyer JESSE DEMASTRIE
 Phone# "

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency CIP1P2/E //1877
Flight Dates 09/26/2012 - 10/01/2012
Hiants Weeks

Kep-All
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#: 215-568-6540
Salesperson FAX#: 215-568-1845

LT In Day Time Program

LT	In	Day	Time	Program	Rate	Len
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Spots/Week	# of Spots	Total Spots	Total Cost
1	1	1	\$100

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11 M 4P-5P Buyline Comment: NEWS :30 \$725.00 10/01-10/01 1 1 1 \$725.00

12	M	5P-630P	:30	\$1,200.00	10/01-10/01	1	1	\$1,200.00
Buyline Comment: NEWS								
13	W-F	5P-630P	:30	\$1,000.00	09/26-09/28	1	1	\$1,000.00
Buyline Comment: NEWS								

Buyline Comment: WH/JEP

16 W-F 730P-8P
Buyline Comment: PAGE
:30 \$800.00 09/26-09/28 2 1 2
\$1,600.00

17 M 730P-8P Buyline Comment: FACE :30 \$900.00 10/01-10/01 1 1 1 \$900.00

18 M 8P-10P :30 \$4,000.00 10/01-10/01 1 1 1 \$4,000.00
Buyline Comment: VOICE

19 SU 4P-515P Buyline Comment: FNIA :30 \$2,400.00 09/30-09/30 1 1 1 \$2,400.00

Buyline Comment: SNF

21 M 11A-12P
Buyline Comment: RR
:30 \$325.00 10/01-10/01 1 1 1 \$325.00

Rep Order# 6856854 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 107058 Printed: 09/26/2012 8:01 AM
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Showing Buylines: All Lines

3 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DCCC/HORSFORD
Product DCCC/HORSFORD
Estimate# 1877
Buyer JESSE DEMASIRIE
Phone#
Fax#
LT In Day Time Program

Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007	Rep Firm () PHTLADELPHIA Sales Office () AMY MCCREARY							
Agency C/P1/P2/E //1877	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845							
Flight Dates 09/26/2012 - 10/01/2012								
Hiatus Weeks								
Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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22	W-F	9A-10A	:30	\$350.00	09/26-09/28	1	1	\$350.00

Buyline Comment: TODAY IT

—REPORT TOTALS—
Report Totals: 24 / \$31,475.00

—SALES MONTHLY TOTALS—

Sep 12: 13 / \$20,225.00 Oct 12: 11 / \$11,250.00

Sales Totals: 24 / \$31,475.00
Station Totals: 24 / \$31,475.00
Lines not sent/xeld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV	KVNU
KTIV	25%	KTUD	1%	KVCH	2%	KVMY	3%
XXXX	0%						

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

— CREDIT RISK —
CASH IN ADVANCE